



# *Milwaukee County*

Supervisor Johnny L. Thomas, 18<sup>th</sup> District  
Vice-Chair, Finance & Audit Committee

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## **BRINGING VIDEO SCREENS BACK TO LIFE ON MCTS BUSES** *Committee approves RFP for digital video messages on Milwaukee County Transit System*

**Milwaukee, WI** – Milwaukee County Supervisor Johnny L. Thomas has introduced a resolution to bring the video screens onboard Milwaukee County Transit System buses back to life.

“Upgrading the video screens to use wi-fi technology, rather than a satellite-based system, will generate extra revenue for the transit system and provide a better experience for bus riders,” Supervisor Thomas said. “We already have the screens on board the current fleet, which could be acquired via negotiations between the current owner and a potential new provider.” Transit Television Network LLC, which installed and owns the current equipment, filed for bankruptcy last year.

The resolution, approved on a 6-1 vote at the Transportation, Public Works & Transit Committee meeting this morning, directs the Milwaukee County Transit System to prepare a request for proposals to generate advertising revenue by entering into a contract for digital display services on Milwaukee County buses, and provide a corresponding contract to the Committee in October.

“The technology already exists on the bus to provide this service. If we want to go a step further, we might also have the opportunity to provide wireless internet service for riders using laptops and other portable devices,” Supervisor Thomas added. “We still desperately need the State to support MCTS by acting on dedicated funding, but there are small ways that we can generate incremental revenue for the transit system and make riding the bus more relevant and attractive for riders.”

The full County Board will consider the resolution at its next meeting on July 29, 2010 at 9:30 a.m. in Room 200 of the Milwaukee County Courthouse.

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